

## The Influence of Customer Relationship Management and Satisfaction on Customer Loyalty of the Indonesian Home Education Parenting Program

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### ABSTRACT

Home Education is a bridge between teachers and parents to work together in stimulating growth and development by holding parenting in the city of Surabaya. The purpose of this study was to determine the effect of customer relationship management and satisfaction on customer loyalty in the Home Education parenting programme. Using a quantitative approach with a Likert scale using 100 population sampling of kindergarten students in Surabaya. This study uses validity test, reliability test, classical assumption test which includes normality test, multicollinearity test, heteroscedasticity test and linear regression analysis using SPSS software. After testing this research, it can be concluded that Customer Relationship Management and customer satisfaction have a significant positive effect on loyalty and simultaneously affect loyalty by 68%.

## INTRODUCTION

In this era, many types of service companies have been established, one of which is a service company in the field of parenting education. There is a lot of public unrest and lack of parental awareness of early parenting learning, especially during the golden age era 0-6 years, so that there is not much violence between parents and children. Because, the need for parenting education is also very necessary for the sustainability of the character of the nation's children as adults. This parenting education industry has good prospects in the future. Improving the quality of service and maintaining good relations by approaching and relating well to parents who are the target market is useful for the development of a company.

Home Education Indonesia is a project engaged in educational learning ranging from pre-marriage, pregnancy, childbirth, breastfeeding to early childhood education through social media platforms, webinars to offline parenting roadshows which are still being carried out in kindergartens in Surabaya. This programme is run under the auspices of PT Naruna Karya Bersama which has been established since 2022. Home education is a project that is a bridge between teachers and parents regarding the position in parenting children. Some innovations and development of parenting events are not only limited to roadshows, but there is a continuation of parenting events with discussions about parenting and discussions about the development of child stimulation in detail at each meeting called "Parent School".

Long-term business plans and development techniques employed by home education to expand the parenting education industry with the goal of using CRM (Customer Relationship Management) to win over clients and outperform rivals. The practice of developing and maintaining profitable customer connections by providing increased customer value and happiness is known as customer relationship management, according to Kotler and Armstrong (2016: 12).

Companies that are able to achieve this customer satisfaction will make customers more loyal to the company. In this case, customers spend a lot of money to get services from the company, so they are not worried about the amount of money they pay. Businesses should also pay attention to customer loyalty, because if customers are loyal to the company, customers will help promote the company's products to their closest people. Thus, the company's products will be the first in the hearts of loyal customers and it is very unlikely that customers will switch to competitors' products.

By establishing relationships with customers, CRM is a business strategy intended to achieve long-term goals for a company. With proper CRM, customer satisfaction can be measured. Satisfied customers will become more loyal to the company's products. Loyal customers will have the ability to increase the number of sales of their company's products

The researcher thus hopes to learn more about the parents' reactions to the parenting roadshow event's sustainability from a number of the kindergarten representatives in Surabaya. Is there a relationship between the company's use

of CRM and customer satisfaction, which in turn influences student guardians' loyalty and interest in continuing the Parents' School program.

## LITERATURE REVIEW

### *Customer Relationship Management (CRM)*

Customer relationship management, or CRM, is a critical business strategy that, according to Buttle in Ningsih (2016), combines internal operations and processes with external networks in order to generate and realize value for target customers in a profitable manner. Knowing their customers – who they are, what they want, and how their needs are met – will help them become more competitive. Also, focusing on customers can increase profitability, gain information, improve efficiency, and maintain communication relationships.

According to Holland (2016), the acronym CRM stands for "relationship", which means that a relationship consists of a collection of events that occur between two people at a given time. Relationships sometimes have ups and downs, or evolutions. Trust and commitment are models that can be used in relationships. When both parties share experiences and begin to understand each other, trust can arise. Building long-term relationships with customers is important, although commitment is the customer's belief. Trust will result in commitment.

Devi 2022 quotes Tjiptono (2014: 424) as saying that CRM is more than simply a concept. CRM aims to comprehend, manage, and oversee both present and future client needs. In order to maximize customer loyalty, Kotler and Keller (2016: 148) define CRM as the process of managing comprehensive information about all customer starting points with the business.

CRM has 3 supporting indicators, namely;

#### 1. People:

Employees are the ones who adopt CRM in this situation. The organizational structure, roles and duties, company culture, procedures, and the overall change management program are significant aspects that need to be taken into account in this regard. Because employees are the ones who design and manage a CRM program, businesses should not undervalue their contribution.

#### 2. Process

The set of processes within an organization that serve as a guide for staff when providing customer service and are regulated by a system. To accommodate CRM activities, businesses must restructure their current business processes. It is crucial that staff members communicate with clients face-to-face using precise, consistent references.

#### 3. Technology

Technology helps increase the value of CRM, but companies still need to consider business structure, consumer behaviour, work culture, and workers.

These three things are CRM indicators that are interrelated with each other so that the application can run optimally.

### ***Loyalty***

One of the goals of a company is to have loyal customers because customer loyalty can guarantee that the company will survive in the long run. Basically, loyalty can be defined as a person's loyalty to something.

According to Oliver (2014) and Muhammad Rais (2022), loyalty is the strong resolve of a consumer to continue using a particular product or service or to resubscribe, even while circumstances and marketing initiatives have the power to alter behavior.

There are several ways to measure customer loyalty according to (Kotler n Keller in Mella Amanda et al. 2022), such as:

1. Word of Mouth: Suggesting others to buy or referring to others about the goods and services owned by the Company.
2. Reject Others: refuse to use other products or services or show immunity to competitors' attractions.
3. Repeat Purchasing: Making repeat purchases, and A company's ability to create value and continuously improve it depends largely on how successful it is in generating loyal customers.

### ***Satisfaction***

Customer satisfaction can be measured by comparing their experience when buying goods or services from a seller or provider with their personal expectations. Sangaji and Sopiah (2013) explain that satisfaction or dissatisfaction is defined as a comparison between the expected product or service results and what is expected from consumers. In other words, consumers can feel satisfied with the product or disappointed after using the product.

Kotler et al. (2021) customer satisfaction is the emotion that follows from comparing the performance (outcomes) of goods or services to what was anticipated. It can be either happy or unhappy. If the company fulfils consumer desires in the expected way, consumers will feel satisfied. Customers become more satisfied if the product or service has added value, and the likelihood that they will continue to buy or use the product or service for a long time increases. This is reinforced by the 4 indicators mentioned in Alamsyah's research (2018) in Yopyter (2021), namely Satisfied with the goods / services, there is pleasure with the use of these goods / services, getting the right service, and making the right decision to use a good or service.

### ***Relationship between Customer Relationship Management and Loyalty***

A business needs to be aware of the needs of its consumers to provide the best service. Consumers basically want to be treated differently, so they will become loyal consumers if they receive satisfactory service. That is why customer relationship monitoring is a useful tool in communication and gaining data access to customers to meet their needs. CRM deployments can also be

used to attract new customers and keep hold of current ones, which will boost sales and save expenses.

A 2019 study by Ayu Nur Aziza and Dessy Kurnia Sari entitled The influence of customer relationship management on customer loyalty through customer satisfaction shows that customer relationships have a positive and significant impact on customer loyalty of Go-Jek service users in Padang City. In addition, customer relationships also have a positive and significant impact on customer loyalty.

H1 : Customer Relationship Management has a significant positive effect on customer loyalty

### ***Relationship between Customer Relationship Management and Satisfaction***

Ensuring that customers are happy with the company's goods or services is one of the goals of customer relationship management. Through CRM, companies can get closer to consumers and know their needs by providing products or services that match their requests. If the company really knows the needs of its customers, customers will be satisfied and will minimise the possibility of customers moving to use goods or services from competing companies.

There is a correlation between the use of customer relationship management (CRM) and hotel customer satisfaction, as demonstrated by the findings of Ari Bintarto et al. (2021) who discovered that CRM has a positive and significant impact on hotel customer satisfaction. Customer satisfaction will therefore rise if hotel management develops and makes the most of CRM in the domain of hotel operations and management.

H2: Customer Relationship Management has a significant positive effect on customer satisfaction.

### ***Customer Relationship Management and Customer Satisfaction on Loyalty***

With the services provided, they are more likely to use services or buy goods and recommend them to others. With customer loyalty, companies can increase sales and profits.

According to research by Setyleksana et al. (2017) Customer loyalty is significantly impacted by customer satisfaction., as evidenced by the fact that variables related to overall customer satisfaction, such as satisfaction with quality, service, and confirmation of expectations – that is, suggestions made by customers that are taken into consideration and enhanced – also have an impact on customer loyalty. Implementing a tariff cutting system for loyal Telkomsel users and continuing to aggressively advertise even though they already have many loyal customers is also a marketing technique carried out to touch more customers. According to Koni'ah et.al (2023) As a result of customer satisfaction and customer relationship marketing (CRM) that affects consumer loyalty, so

that consumers are willing to recommend goods or services from ahas aries putra dealers offered by the company to their friends and family. Therefore, consumers will not switch to another company.

H3: CRM variables and customer satisfaction have a significant effect simultaneously on customer loyalty.

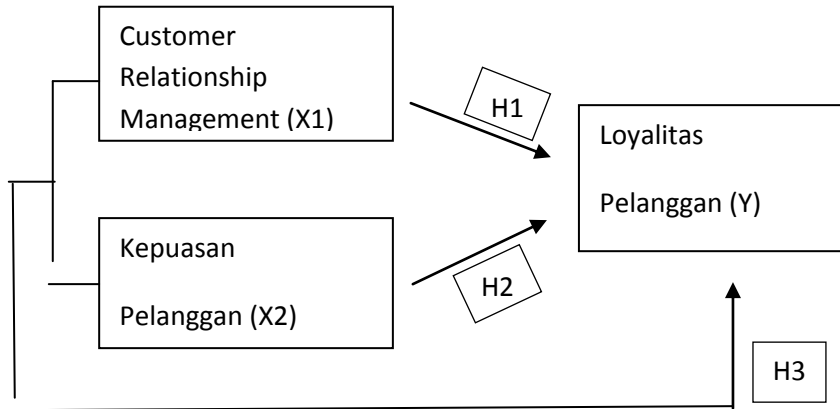


Figure 1. Conceptual Framework

## METHODOLOGY

In order to provide trustworthy empirical evidence, test hypotheses, generalize findings, and measure the relationships between customer satisfaction, customer loyalty, and customer relationship management (CRM) variables, a quantitative approach was taken in conducting this study. One method of gathering data is to distribute statements and questions to current respondents in an effort to elicit responses relevant to a study (Sugiono, 2016). This method was used to collect data via questionnaires. The study's 100 participants were moms of kindergarten guardians who agreed to participate in the Parent School, a sustainable parenting program. A Likert scale was combined with an interval scale. Linear regression analysis was carried out using SPSS software, data analysis for this study consisted of tests of validity, reliability, and classical assumptions. It is anticipated that this approach will offer a more thorough understanding of the factors that influence customer enjoyment and loyalty.

## RESULTS AND DISCUSSIONS

### Validity and Reliability Test

#### 1. Validity Test

This study's validity test evaluated how well questionnaire questions were applied to each research tool in order to pinpoint certain factors. The Pearson Product Moment correlation coefficient ( $r$  count) is calculated to perform this validity test. This entails establishing a correlation between the total score of each question item and its total coefficient. The validity of the  $r$ -table is examined using a significant test of 5% or 0.05, and its value is

determined by the number of participants (N). The study's *r* table for the validity test has a value of 0.196 out of 100 responses. The results of the validity test using the Pearson correlation coefficient for each indicator item are listed below:

Table 1. Recapitulation of Validity Test

variabel	Nilai r hitung	Nilai r tabel	Keterangan
X1.1	0,598	0,196	<i>Valid</i>
X1.2	0,660	0,196	<i>Valid</i>
X1.3	0,703	0,196	<i>Valid</i>
X1.4	0,566	0,196	<i>Valid</i>
X1.5	0,581	0,196	<i>Valid</i>
X1.6	0,559	0,196	<i>Valid</i>
X1.7	0,623	0,196	<i>Valid</i>
X1.8	0,691	0,196	<i>Valid</i>
X2.1	0,670	0,196	<i>Valid</i>
X2.2	0,764	0,196	<i>Valid</i>
X2.3	0,664	0,196	<i>Valid</i>
Y1.1	0,739	0,196	<i>Valid</i>
Y1.2	0,764	0,196	<i>Valid</i>
Y1.3	0,776	0,196	<i>Valid</i>
Y1.4	0,719	0,196	<i>Valid</i>

The value of each successful item is  $r_{count} > r_{table}$ , meaning that the number of *R* is more than the table *R*, then the questionnaire is considered valid. Therefore, it can be concluded from the previous table that each questionnaire is considered valid.

## 2. Reliability Test

Reliability tests are performed by examining the *Cronbach Alpha* value of each variable. If a variable has an *Cronbach Alpha* value greater than 0.60, it is considered reliable. The reliability test results of each variable performed together are listed below:

Table 2. Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
.907	15

It is evident from the reliability test findings above that each statement on the questionnaire can obtain a *Cronbach Alpha* value of more than 0.6, which is  $0.907 > 0.6$ , which shows that the questionnaire used in the study is reliable.

## Classical Assumption Test

### 1. Normality Test

#### 1) Graphical Data Normality Test Results

One of the easiest ways to find out if residuals are normally distributed is to look at a histogram graph that compares the observed data with a distribution that shows a normal distribution. Data is considered normally distributed if it spreads around the diagonal line and follows its direction; if it spreads away from the line or does not follow its direction, it is considered non-normally distributed. These two figures demonstrate that the regression model can be applied practically due to the assumption of normalcy (Ghozali 2009: 112).

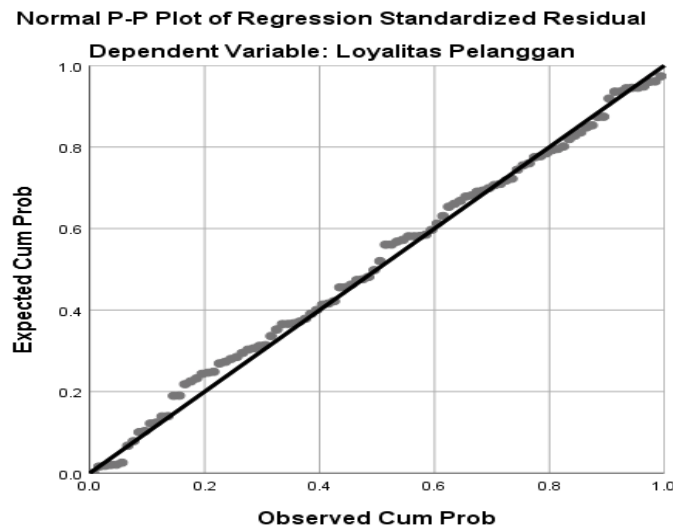


Figure 1. Graphical Data Normality Test Results

#### 2) Histogram Graph Normality Test Results

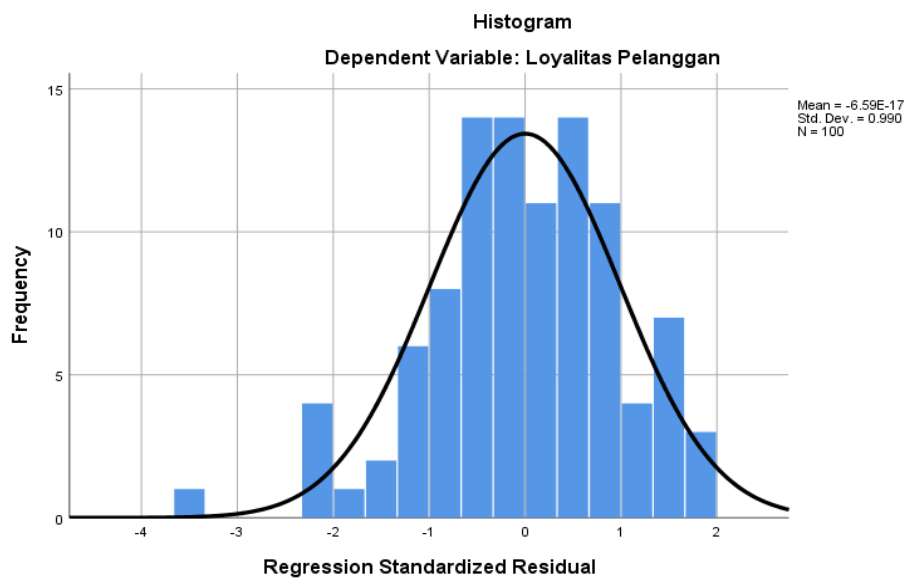


Figure 2. Histogram of Data Normality Test Results

The histogram graph above is regarded as normal since the data distribution is bell-shaped and not skewed to the left or right (Santoso, 2015: 43).

3) Statistical normality test results

According to the Kolmogorov-Smirnov test results, there is a sig for every variable. A value of more than 0.05, more precisely  $0.200 > 0.05$ , signifies a normal distribution of all the data.

Table 3. Statistical Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	.0000000
	Std. Deviation	7.49766260
	Most Extreme Differences	
	Absolute	.056
	Positive	.035
	Negative	-.056
Test Statistic		.056
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

2. *Multicollinearity Test*

If a multicol problem is present, it can be determined by looking at the *Variance Inflation Factor* (VIF) value and the level of correlation between independent variables.  $<10$  is the lowest value of *VIF* at which multicollinearity can be avoided.

Table 4. Multicollinearity Test Results

Model	Coefficients <sup>a</sup>						
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF

1	(Constant)	6.644	1.514		4.388	.000		
	Customer Relationship Management	.353	.117	.214	3.020	.003	.645	1.550
	Customer Satisfaction	1.007	.104	.683	9.642	.000	.645	1.550

a. Dependent Variable: Customer Loyalty

From the above data it is concluded that there is no problem with the assumption of multicollinearity because the VIF values of the variables (X1) and (X2) are  $1.550 < 10$ , respectively.

### 3. Heteroscedasticity Test

The heteroscedasticity test is used to assess if the *variance* of the residuals from one observation in the regression model differs from that of another. Heteroscedasticity is the property that indicates a variable fluctuates with each observation. Heteroscedasticity-exhibiting errors are not random; rather, they adhere to a consistent pattern determined by the value of one or more variables. The following figure presents the *Scatterplot* results based on the data processing outputs.

Table 5. Heteroscedasticity Test Results

Model		Coefficients <sup>a</sup>			Standardized Coefficients	t	Sig.
		Unstandardized Coefficients	Std. Error	Beta			
B							
1	(Constant)	4.391	2.193		2.002	.048	
	Customer Relationship Management	-.089	.050	-.174	-1.768	.080	
	Customer Satisfaction	.074	.045	.160	1.618	.109	

a. Dependent Variable: RES2

Each independent variable's sig value  $> 0.05$  is determined by applying the Glesjer test to test for heteroscedasticity. This implies that there is no heteroscedasticity in the model.

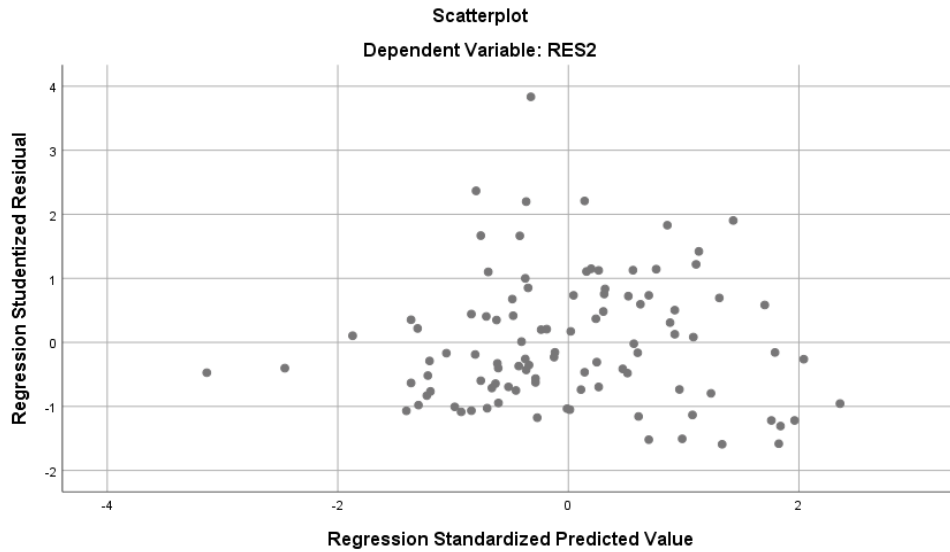


Figure 3. Heteroscedasticity Test Results

The dots are randomly distributed above and below zero on the Y-axis, as the scatterplot graph in the top picture shows (Ghozali 2009: 107).

### Multiple Linear Regression Analysis

Multiple linear regression analysis is used to predict the dependent variable when several independent variables are increased or decreased.

#### 1. Coefficient of Determination Analysis

One indicator of the degree to which the independent variable affects the dependent variable is the coefficient of determination. A study that is now underway examines how customer satisfaction and customer relationship management (CRM) affect the development of client loyalty and mutual ties. The result generated from SPSS is as follows:

Table 6. Coefficient of Determination

Model Summary <sup>b</sup>	
R Square	Adjusted R Square
.686	.680

a. Predictors: (Constant), Customer Satisfaction, Customer Relationship Management

b. Dependent Variable: Customer Loyalty

The data in Table 6 shows that the *Adjusted R-square* is 68%, or 0.680. This figure illustrates the 68% combined effect of customer loyalty and customer relationship management (CRM). 32% of the remaining 100% (68%), however, can be attributed to other factors that were not examined.

2. **Hypothesis Testing Results**

1) F Test Results (Simultaneous Testing)

Showing whether the independent factors have a contemporaneous or combined effect on the dependent variable is the aim of this test (Ghozali, 2009: 88). Based on the F statistical test, Ha is accepted and Ho is rejected if the probability value is less than 0.05, and vice versa if the probability value is more than 0.05. These results are shown in the table below.

Table 7. F Statistical Test Results (Simultaneous)

		ANOVA <sup>a</sup>				
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3033.186	2	1516.593	105.989	.000 <sup>b</sup>
	Residual	1387.974	97	14.309		
	Total	4421.160	99			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), Customer Satisfaction, Customer Relationship Management

The information in the table above indicates that the significance value in the F test is  $0.000 < 0.5$  and the  $F_{count}$  is 105.989. Based on a significance value of less than 0.05, we can conclude that this regression model can be applied.

2) T Test Results (Partial Testing)

(1) Hypothesis Testing 1 (H1)

Table 8. T Statistical Test Results (Partial)

		Coefficients <sup>a</sup>				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6.644	1.514		4.388	.000
	Customer Relationship Management	.353	.117	.214	3.020	.003
	Customer Satisfaction	1.007	.104	.683	9.642	.000

a. Dependent Variable: Customer Loyalty

The Customer Relationship Management (CRM) variable has a significant value of  $0.003 < 0.05$  and a Tcount of 3.020, as can be seen in the above table. Consequently, it can be said that CRM influences customer loyalty; furthermore, the positive t value implies that the CRM variable influences customer loyalty directly. As a result, H1 is accepted: CRM has a significant positive impact on customer loyalty.

(2) Hypothesis Testing 2 (H2)

Table 9. T Statistical Test Results (Partial)

		Coefficients <sup>a</sup>		Standardized		
		Unstandardized		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	5.283	1.363		3.876	.000
	Customer Relationship Management	.666	.091	.596	7.341	.000

a. Dependent Variable: Customer Satisfaction

The table above indicates that the Customer Relationship Management (CRM) variable has a significance value of  $0.000 < 0.05$ , and Tcount is 7.341. These findings imply that CRM affects customer satisfaction, and the positive t value implies that CRM directly affects customer satisfaction. As a result, H2 is accepted, and CRM has a significant positive impact on customer satisfaction.

(3) Hypothesis Testing 3 (H3)

Table 10. T Statistical Test Results (Partial)

		Coefficients <sup>a</sup>		Standardized		
		Unstandardized		Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	6.644	1.514		4.388	.000
	Customer Relationship Management	.353	.117	.214	3.020	.003

Customer Satisfaction	1.007	.104	.683	9.642	.000
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a. Dependent Variable: Customer Loyalty

As can be observed from the preceding table, where Tcount is 9.642 and the customer loyalty variable has a significance value of 0.000 < 0.05, the customer satisfaction variable significantly affects customer loyalty. The variable that measures customer pleasure appears to have a direct impact on customer loyalty, as indicated by the positive t-value. As a result, H3 which holds that CRM and customer satisfaction have a significant impact on customer loyalty at the same time.

### CONCLUSIONS AND RECOMMENDATIONS

The questionnaire data showed that 100 individuals who fit the requirements for sample status were Home Education clients who had participated in parenting roadshow events and were open to participating in school activities for parents. All respondents are guardians of kindergarten students (mothers) in Surabaya. This study states that, based on data analysis, it is known that the CRM variable (X1) has a positive impact on Customer Loyalty (Y) Home Education Indonesia in Surabaya city. Consumer Satisfaction Variable (X2) also has a positive impact on Customer Loyalty (Y) Home education Indonesia Surabaya city. Therefore, the variables of Consumer Satisfaction (X2) and CRM (X1) together have a positive impact simultaneously on customer loyalty (Y) Home education Indonesia Surabaya city by 68%.

Future research relevant to this study is expected to further examine other variables that affect customer loyalty. This will make it possible to determine the size of the research population, obtain a more accurate sample, and possibly better accommodate the research by collecting data through interview surveys to obtain more accurate results. In addition, it is recommended to expand the scope of the research to a wider range of topics.

### ADVANCED RESEARCH

This study was unable to utilise many variables, such as customer relationships and customer satisfaction. As shown by the Rsquare value, it is 0.680. This indicates that variables X1 and X2 have the ability to influence Y by 68%; the rest, 100% - 68% = 32% is due to other variables or factors. In addition, respondents may need to explain the purpose of the questionnaire because this data collection method uses a questionnaire.

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